

O'Neill's

Stylish Trimmed Millinery.

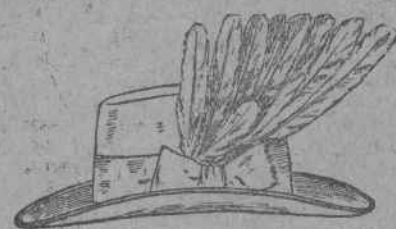
Trimmed Millinery has been our specialty ever since we have been in business, our constant aim being to have the Finest Millinery Department in the city of New York, and we believe—in fact, we KNOW—we have succeeded.

You'll find prettier Hats and more of them here than in any other store in town, and while you have all that is new and stylish to choose from, and in the quality you most desire,

The Prices Are Not High.

On the contrary, they are much lower than you would pay for the same quality elsewhere. This week we offer a specially attractive collection. Come and see it. It's well worthy your inspection.

TWO "SPECIALS" IN UNTRIMMED HATS!



A special lot of Trimmed Alpines and Banded Golf Hats, good quality, in a variety of popular colors, now on sale at

48c. Each.

A Choice Variety Children's Dress and School Hats at Very Attractive Prices. ELEGANT NOVELTIES IN FINE FLOWERS, FEATHERS, BIRDS, WINGS, AIGRETTES AND MILLINERY ORNAMENTS.

SIXTH AVENUE, 20th to 21st STREET.

The Wanamaker Store

China and Silverware

IN THE BARGAIN STORE

A REASONABLE word to reasonable people. A bargain store cannot truly exist, except as an annex to a great regular business. Thousands of stores find business a-plenty supplying low-priced articles to those who are unthinking enough to consider a low-priced thing necessarily cheap.

You have no more warrant to think you can be smarter than a smart storekeeper than the fellow at the fair has for thinking he can beat the man with the shell game.

You can't. Yet the careful shopper can save a goodly percentage of his or her money by coming for things that really are bargains. How are you to know? Well, it is necessary to pin faith to somebody or some store—to calmly think it over, if once for all, and determine who reasonably can have the real bargains to sell. And open your eyes to the plain fact that trash and "things made to sell at next to nothing" are not really cheap—but are apt to be paying the seller fifty per cent. profit or more—whereas, real bargains, as a rule, are sold at somebody's very real loss.

The Fifth-floor Bargain Store meets a condition. Certain broken lines of our own stock must be sold—we cheerfully take losses on such lots. All of the producers who furnish our regular stock also have need for clearances—they know that to let us, their largest customer, have the pick of such lots, is a favor that we return in paying form. Their clearances are of bigger lots than are ours—so, most of the things in the Bargain Store are new and fresh.

Table Silverware—Tea Sets, Pitchers, Bowls, Coffee Urns, Tureens, Cake Baskets, Butter Dishes. How cheap? A usual \$4.50 piece is marked at \$2.50—that's about the ratio. \$1.90 to \$12.50 is the full range of prices. All the pieces are of good make, quadruple plate. Spoons, Forks and other serving pieces—of Rogers' "extra" plate—very good ware. The teaspoons are \$1.10 a dozen. They may hint of the real cheapness of all.

China and Bric-a-Brac—A good many hundred pieces, such as cups with saucers, plates and the like, at 10c. These are Austrian china—regular goods, but came in a purchase that makes them really about half the usual price. Other selections 25c and 50c. Then there are Tumblers at 35c a dozen and 50c and 75c—averaging less than half price. And a host of pretty pieces of Teplitz ware.

Trimmed Hats at \$4 and \$5—Yes, also at a loss. It is our way of using up surplus trimmings. Think of putting real silk velvet and highest-grade artificial flowers on a hat at any such price! We cannot find finer to use on our \$35 hats. And these \$4 and \$5 hats are trimmed by our own regular workers. There are various colorings and the whole gamut of styles is run.

Silk Waists—Of plain taffetas in most of the pretty shades—made up with a mass of fine cordings that would justify our asking \$6. The price is \$4.75.

There is much more to tell of—but we'll stop right here. It is a very new and progressive manner of retailing, to entirely separate "bargain" selling from the regular business—and to do this selling with all the comfort and skill, and shall say, dignity that characterizes all the business of the store. We mean that the unwritten but very real and broad guarantee of the store applies to this fifth-floor annex store. Anything bought is subject to return for full and free re-emboursement.

We thank those who have warmly expressed appreciation for the new departure.

The Dress Goods at Half and Less

Certainly last chance to share of the Black Diagonal Cheviots and Armures, at 50c a yard (regular \$1.25 quality). The fabrics are 48 to 52 inches wide. We told of them yesterday.

Sold under our regular black goods—deserve to be. Almost last chance to share of these Colored Dress Goods—

Bedford Cord and Imported Whipcord Suitings, a good many colorings, at 37 1/2c a yard—a third their former worth.

Imported Whipcord Suiting and 45-inch Two-toned Cheviots at 50c. And Whipcords of \$1.50 quality at 65c—but some of the colorings are not the newest.

Golf Caps—A hundred and ninety-one really stylish Golf Caps have come to us to sell at \$5 instead of \$7.50. The biggest bargain we've had.

Let's look at one—Black rough but soft cheviot; deep hood of pretty plaided fabric (blue with touch of yellow); flounce of the plaid falls from neck and runs around the skirt.

The other colors are tan, ox-blood and navy blue—each with finish of harmonizing plaid.

Portieres—hurry out the few reduced mairing pairs of some lots—will give all the more room to show the rest. A loss; yes, but not a waste—you find what we lose. It is a transaction that helps all around.

Portieres of velvet, liberally embroidered; a number of good colorings—\$25 a pair from \$37.

Portieres of tapestry, lined with velvet; edges finished with cord—\$45 a pair from \$65.

Portieres of velvet, lined with velvet; edges finished with cord—\$28 a pair from \$37.

Portieres of velvet, lined with velvet; edges finished with cord—\$19 a pair from \$26.75.

Portieres of velvet, lined with velvet; edges finished with cord—\$10 a pair from \$13.75.

Men's Pocket-books—The good old-fashioned wall-lets, of generous dimensions and durable leather, strongly made, are surrounded with many more elegant affairs,—novel, yet not less useful. The new reversible pocket-book is popular. Likewise those known as "egg-shaped." 50c to \$5.40 for choice among the numerous kinds.

Pocket-books with memorandum book, the latter removable; sterling silver corners. 50c to \$2.75.

Letter cases, with memo. book, and tongue; seal, morocco, monkey skin and alligator. \$1.50 to \$4.25.

Bill Folds in various leathers, some with coin pockets. 45c to \$2.

Brooklyn Amusements.

HYDE & BEHMAN'S. MATINEE EVERY DAY.

EZRA KENDALL. Waterbury Bros. & Tenner, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

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HEARN

West Fourteenth Street

Those Great Assortments of Dry Goods

For which we are famous, gain new appreciation when Christmas buying begins, for, contrary to custom elsewhere, stocks are kept up to full standard throughout Holiday Season. Our special preparations for Christmas include wonderful varieties of the useful as well as the fanciful.

Fine Table Linens

At Specially Attractive Prices

Immaculate Linen is one of the first requisites of the well appointed table! And as Thanksgiving usually means a friend or two to dinner, the housewife's first thought will be toward the Linen Closet. Personal of these special offerings may give a welcome hint—

LUNCH SETS

All Linen—small figured designs—2-2 1/2-3 and 3 1/2 yard cloth—white and colored borders—Doxia Doilies to match. 2.98

Full Bleached—Hemstitched—2 1/2 and 3 yard cloth—dozen 15 inch Napkins. 4.98

Worth fully \$2.00 more.

German Linen Satin Damask—2 1/2 and 3 yard cloth—knot fringe—Napkins to match. 5.98

Easily worth \$2.00 more.

Fine Satin Double Damask—two row openwork—knot fringe—2 1/2 yard cloth—dozen Doilies. 3.98

Extra heavy Satin Damask—spoke stitch—2 1/2 yard cloth—dozen Napkins to match. 10.98

Regular price \$15.00.

FINE PATTERN SETS

Cloth and Half Dozen Napkins.

Two yards. 1.48

Two and a half yards. 1.98

Three yards. 2.48

SEPARATE LUNCH CLOTHS

All Linen—white and cold borders—2 1/2 yards long; worth 1.48 .98

All Linen Hemstitch—2 1/2 yds.; worth 1.60. 1.29

Also

All Linen Satin Double Damask—Fringed Doilies—16 inches square. 6 1/2

All Linen Napkins—22x22 inch—doz. .98

All Linen Hemstitch Napkins—1/2 size—each. .25

All Linen Tray Cloths—hemmed and hemstitched—21x30 inch. .25

All Linen Table Square—emb'd corners—hemstitch—30 inch. .79

Red, Blue and Green. 1.48

Turkey Red and White. 1.09

Turkey Red and Green. 1.19

All about Two yards long Larger sizes up to 3 yards proportionately low.

In Linens by the Yard.

All Linen Extra heavy Satin Damask—66 to 70 inches—8 patterns. .67

All Linen Cream Damask—64 inch—Heavier—Cream and White—66 to 70 inch—ten patterns. .56

Stamped Goods.

Getting your Christmas gifts ready? Not much time to lose—Time flies!

Monie Linen Scarfs—2 yds. long—open work and knot fringe—12 designs. .29

Hemstitch Linen Tray Covers—drawn work—4 styles. .19

36-inch Linen Centrepieces—drawn work corners—six styles. .69

Pillow Shams—2-inch hem. .pr .24

White Duck Laundry Bags—large size. .21

Centrepieces for buttonhole stitching 18 inch 6 1/2 inch 3 1/2 inch 15 inch 4 1/2 inch 2

Renaissance Pattern Squares 21x21 .10 18x18 8

Uncovered Pincushions—3 shapes—all sizes. 4 to .24

Washable Emb'd Silks—dozen .28

Marking Cotton—dozen skeins. 8

Renaissance Braid—36 yd. piece—2 widths. .pc .15

Variety of Cushion Tops and Backs—denim, basket cloth and crash. .19 to .54

White Enamel Picture Frames—glass and stamped mat complete. .29

FANCY WORK SUPPLIES

Cold Tinsel—3 balls 5 Emb'd Silks—25 cts. 12

Push balls—3 1/2 inch Washable Silks—doz. 28

Fancy Chenille—3 yds. 4 Crochet Cotton—doz. 8

Silk Tassels—doz. 18 Marking Cotton—doz. 8

Special Values in Large Rugs

Large Rugs are replacing Carpets to a surprising extent. You will find our prices surprisingly low for qualities.

TURANIAN SMYRNAS—6x9 feet 4.98

6x10 feet 7.98

6x12 feet 9.98

ALL WOOL SMYRNAS—Persian and Medallion designs. Rich tints—unchangeable colors. 4x7 ft. 4.98 6x10 ft. 12.98 6x9 ft. 7.98 6x12 ft. 17.98

RICHEST WILTON RUGS—Uncommon designs—choice effects. 3x9 ft. 15.98 6x12 ft. 27.48 8x10 ft. 24.98 6x15 ft. 39.98

Great Sale of Fancy Eiderdowns—All Wool

18 CENTS for 20 and 30 cent quality 27 CENTS for 40 cent quality

Fully a hundred styles and colorings—For House Gowns, Bath Robes, Opera Capes and Linings, Babies' Coats, Carriage Robes and Dressing Sackies. These reductions are the more extraordinary in price for wool are still mounting upward—note prices carefully, for there is no mistake about the figures.

Blankets

How can descriptions describe warmth, softness, weight and qualities. Eyes must judge, touch must tell, if value be right for the money. If you come and see, we know you'll buy!

11-4 Heavy White Wool. 2.98
11-4 Heavy White California Wool. 3.98
11-4 Heavy All Wool. 4.98
11-4 Ex. fine White California. 4.98 to 8.98
12-4 Ex. fine White California. 5.98 to 13.98
10-4 Gray Wool Blankets. 1.97
11-4 Gray All Wool. 3.98 to 5.98
10-4 Scarlet All Wool. 3.49
11-4 Scarlet Plaid All Wool. 4.69
12-4 Scarlet All Wool. 5.98
13-4 Finest Scarlet Australian. 8.49

We make a specialty of

Ladies' Trimmed Hats

At 4.98

Fine Materials. Latest Styles.

No such value in New York.

Fur Scarfs.

These prices, without exception, are for latest styles and trustworthy qualities—every piece made for this season's trade, from carefully selected skins.

"Near Mink" Scarfs—cluster tails. 2.98

Skunk Dyed Opium—eight tails. 3.98

Genuine Skunk Scarfs—cluster of tails and heads. 4.98

Finest Eastern Mink Scarfs—eight tails and heads. 9.98

Large Red Fox Boas, the complete animal. 9.98

Fine Stone Marten Boas—cluster of tails—natural claws. 16.00

Fine Electric Seal Collarettes—richly lined. 5.98

Alaska Sable, Storm Collars with heads and six tails. 11.98

Alaska Sable Collarettes. 18.98

The above are in Fur Dept.—Main Floor.

In Cloak Department—Second Floor we offer this week

Ladies' Electric Seal Coats

Extra fine quality—made, finished and lined precisely the same as sealskins that sell at three times the price.

Plain finish. 27.98

With Persian Lamb or Sable collar and deep lapels. 48.98

These are exceptionally good values.

Ladies' Silk Waists.

Day and evening colors and dressy effects for matinees.

Taffeta Silk—white and colors—French tucked back—new pointed collar. 4.98

Black and Colored Taffeta—corded combination yoke and collar. 6.98

Colored Taffeta—solid cluster tuck—throughout—fancy collar—trimmed sleeves. 8.98

Fancy styles for dress wear in great variety to 33.98

The majority silk lined throughout.

We Are Headquarters for Children's Underwear.

Stocks always complete. The present call is for Canton Flannel and Flannelette Wear. We can fill demands at lower prices than you expect to pay.

Canton Flannel Drawers. Gambre ruffle—1 to 6 years. .19

Embroidered ruffle—1 to 6 years. .29

Canton Flannel and Muslin Drawers—Waists—1 to 12 years. .19

Canton Flannel Night Drawers. 49 and 59

Flannelette Gowns—1 to 8 years. .39

Heavy Trill—plain colors—1 to 8 yrs. .49

Flannel Skirts—all colors—fancy netting—lace or emb'd trim. .69 to .89

Some good values, too, in

CHILDREN'S APRONS